



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR HEALTH AND FOOD SAFETY

Food sustainability, international relations
Farm to fork strategy

AGENDA

EU PLATFORM ON FOOD LOSSES AND FOOD WASTE (FLW): SUB-GROUP ON CONSUMER FOOD WASTE PREVENTION

08 July 2022 (09:30-12:40 CET)

Directorate-General for Health and Food Safety (DG SANTE)

Online via Teams

Chaired by: Ms. Anne-Laure-Gassin, DG SANTE

09:00-09:30 Technical start (participants connect to the meeting through Teams; technical assistance is provided as needed)

- 1. Welcome and adoption of the agenda, discussion with members about the strategic approach for the sub-group's work in 2022**
- 2. *European Consumer Food Waste Forum: overview of work carried out so far and collaboration with the Platform sub-group by the Joint Research Centre***
- 3. Focus on audience segmentation and targeting.** Presentations of recent research and other initiatives. Exchange with members.
 - a. Work carried out in the context of the *European Consumer Food Waste Forum***
Joint Research Centre
 - b. What Ireland Thinks About Food Waste**
Odile Le Bolloch, Food Waste Prevention Team Lead | Circular Economy Programme, *Irish Environmental Protection Agency*
 - c. Approaches to audience segmentation for citizen food waste prevention in the UK**
Helen White, Special Advisor - Household Food Waste, *WRAP*

Coffee break: 11:25 – 11:40

- 4. WRAP and *Love Food Hate Waste International's* latest work in consumer food waste prevention** by Katharine Fox, International Development Manager, *WRAP*
- 5. Citizens Food Waste – Scotland's Story** by Ylva Haglund, Food Systems Partner, *Zero Waste Scotland*
- 6. Conclusions and wrap up**